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ABSTRACT

This junior high teaching unit on the newspaper as career world is one in a series of career guidebooks developed by Project CHOICE (Children Have Options in Career Education) to provide the classroom teacher with a source of career-related activities linking classroom experiences with the world of work. The unit follows a typical format that includes the rationale, goals, performance objectives, instructional strategy, evaluation, and suggested instructional materials (including books, films, and filmstrips). The remainder of the unit is comprised of instructional activities designed to help students become aware of the skills required by the many people who produce a daily newspaper. (The unit is one of six on careers in communications and media. For these and junior high units on other career clusters see CE 025 738-765.) (LRA)

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FOREWORD

Project CHOICE: Children Have Options in Career Education, is an Exemplary Project from the San Diego City School District, which has been adapted, with ESEA Title IV-C funding, for Kern County Schools.

Through Project CHOICE, units have been developed to provide the classroom teacher with a source of career-related activities linking classroom experiences with the world of work. All students, regardless of their post-high school plans, share an equal need for career awareness, decision making skills, and other elements of career education. This goal can be accomplished if all teachers and counselors "fit" the appropriate units where they best apply in the curriculum.

We are indebted to the San Diego City School District, and the Project CHOICE staff, for developing and field testing the original units.

For their excellent work in re-writing the units in order to adapt them for use in Kern County Schools, we wish to recognize:

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A CAREER EDUCATION UNIT FOR JUNIOR HIGH SCHOOL

THE NEWSPAPER AS CAREER WORLD

Communications and Media Occupations Cluster

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A CAREER EDUCATION UNIT FOR JUNIOR HIGH SCHOOL

THE NEWSPAPER AS CAREER WORLD

Communications and Media Occupations Cluster

RATIONALE

The daily newspaper is one of our nation's most important forms of communication. Through this unit, students will become aware of the skills required by the many people who produce a daily newspaper. They will learn of the teamwork required in newspaper production and of the job opportunities which are available in newspaper work. Worker/consumer attitude will also be explored.

GOALS

Through this unit, the students will:

-Become aware of how the newspaper affects their lives.

-Learn the basic principles of news reporting.

-Become aware of newspaper advertising and of the skills required to produce it.

-Learn the significance of the various sections of a newspaper.

-Understand a critic's task in writing a review.

-Appreciate the mechanics of stock investing.

-Understand the editor's responsibility in decision-making.

-Relate school-acquired skills to those used by newspaper personnel.

-Become aware of the many different job opportunities available in the newspaper industry.

PERFORMANCE OBJECTIVES

By the end of this unit, students will be able to:

-State examples of the newspaper's effect on their lives.

-Identify the five "w's" of newspaper articles.

-Shop for needed items through newspaper advertisements.

-Identify the various sections of a newspaper and the skills necessary to write items for each section.

-Identify and describe at least six occupations related to the newspaper industry.

-Write a review of a TV show or concert.

-Use the financial pages of the newspaper to follow the progress of stocks.

-Write editorials stating their opinion about controversial topics.

-Identify the connection between school-learned skills and newspaper occupations.

INSTRUCTIONAL STRATEGY

This curriculum unit has been designed for use by a class, small group, or individual student. So that the materials can be easily duplicated for individualized instruction, all learning activities are written for the student. Activities designated ALL are intended to provide factual information, those designated YOUR CHOICE have been included to provide experiential activities which draw upon this background. This technique also provides an opportunity to put decision-making skills into action in the classroom, a process important to career development.

EVALUATION

It is important to evaluate the effectiveness of this unit in terms of the learning that takes place as well as reactions of the learner. A sample inventory has been provided, which can serve to both introduce the unit and assess its effectiveness, or the teacher may wish to develop his/her own.

SUGGESTED INSTRUCTIONAL MATERIALS

This unit will be most effective when it is accompanied by the daily use of a newspaper. (Call Bakersfield Californian, 322-5463).

If it is impossible to use this service, students could volunteer to bring in papers from a previous day.

The resources found in your school's library or Career Center will be valuable in this unit.

AVAILABLE IN INSTRUCTIONAL RESOURCES CENTER: OFFICE OF THE KERN COUNTY SUPERINTENDENT OF SCHOOLS
(Please preview first, to be certain of suitability for specific students and situations).

Films:	FK	1342	(new)	The Finished Newspaper (Newspaper in America Series) (7-12)
	MP	3846	(new)	How to Read Newspapers (second edition)-2 (9-14)

FK	1372	(new)	Preparing News for Print (Newspaper in America Series) (7-12)
FK	1377	(new)	Reading Daily Newspapers (Newspaper in America Series) (7-12)
FK	1404	(new)	Understanding Feature Stories (Newspaper in America Series) (7-12)
FK	1421	(new)	Writing for Newspapers (Newspaper in America Series) (7-12)
MP	1221		Analyzing Advertising (9-14)
MP	3444		Newspaper Story (8-12)

COMMUNITY RESOURCES

Bakersfield Californian; Barbara Gray for lecture, demonstration and possible tour; 1704 Eye Street; Bakersfield; 322-5463.

A CAREER UNIT FOR JUNIOR HIGH

THE NEWSPAPER AS CAREER WORLD

Communications and Media Occupations Cluster

INSTRUCTIONAL ACTIVITIES

ALL:

1. PRETEST

Take the written pretest to find out how much you already know about opportunities for careers in newspaper work.

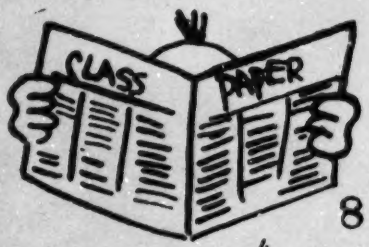
2. CAREERS IN NEWSPAPER WORK

Job opportunities in newspaper work are as varied as the many skills required for the production of a daily newspaper from the moment a news event occurs until the paper reaches the consumer. With members of your class, list as many occupations as you can which are involved in the creation of a daily newspaper, then compare your list with the "List of Newspaper-Related Jobs" included with this unit.

Choose one career in newspaper work which you would like to explore more fully. With resources from your school's Career Center, find out all you can about the duties and responsibilities involved in this job, the level of training (both formal and on-the-job) which is required, the salary and the opportunities for advancement. The "Career Exploration Worksheet" will serve as a guide for you. Share your information with other students in a small group or class discussion.

3. A CLASS NEWSPAPER

Using the career information you have gathered in Activity 2, with your teacher select a staff and produce a class newspaper. Your finished product will need to be typed on ditto stencils and duplicated for distribution; some class members will assume these responsibilities. Contents of your paper will include the products of other activities in this unit. You may want to consider circulating this paper to others in your school and community.



CAREER INFORMATION WORKSHEET

1. Using the List of Newspaper Related Jobs select a newspaper career which you would like to learn more about. Name this job.

_____

_____

2. List as many jobs related to this occupation as you can.

a. _____ b. _____

c. _____ d. _____

e. _____ f. _____

3. What personal qualifications should you have in order to be successful in this career?

_____

_____

_____

_____

4. What training is required in order to qualify for this job?

_____

_____

_____

_____

5. Briefly describe the working condition of this career, i.e., working hours, location where work is performed, people you would work and be associated with, etc.

_____

_____

_____

6. Describe, in a few sentences, what you would do during an average working day in this job.

_____

_____

7. What do you think the opportunities for advancement would be in this career?

8. What salary or income can you expect to be making in this career (beginning, five years, ten years, twenty years).

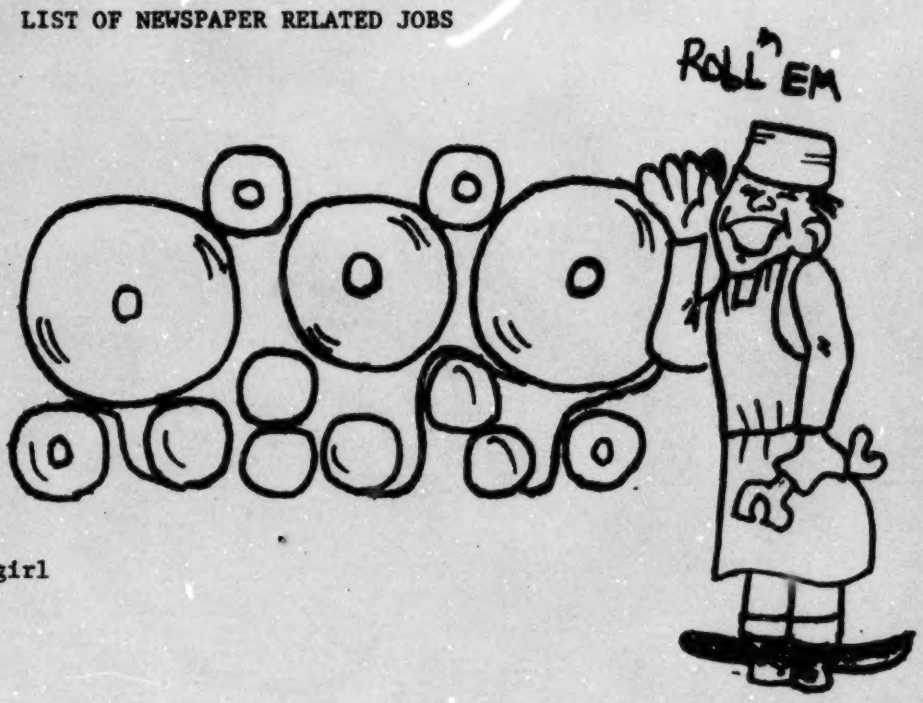
9. In what ways do you think this career is important to society?

10. List several things you think you would like about this career.

11. List what you would dislike about this career.

LIST OF NEWSPAPER RELATED JOBS

Reporter
Feature Writer
Rewrite Man/Woman
City Editor
Managing Editor
Columnist
Editorial Writer
Wire Editor
Cartoonist
Photographer
Critic
Linotype Operator
Typographer
Electrotyper
Stereotyper
Pressman/Woman
Advertising Manager
Newspaper Deliveryboy/girl
Sports Writer



YOUR CHOICE:

4. THE FIVE W's

Articles in the news section of the paper are designed to provide the reader with information--the facts about any news event. Personal opinion is not included. The facts of any event can be classified in five areas: WHO, WHAT, WHERE, WHEN, and WHY. The five W's, as they are often called, must be immediately available to the reader in order to provide him/her with complete information. Choose an article from the front page of the newspaper. Use information from it to answer the following questions:

a. WHERE did the action take place?

b. WHEN did it happen?

c. WHO was involved?

d. WHAT, exactly, took place?

e. WHY did this incident occur?

Write a news article concerning something that is happening in your school or community. Underline and mark the specific parts that tell Who, What, Where, When, and Why. Submit this article for inclusion in your class newspaper.

5. EDITORIAL WRITING

Unlike a reporter, whose job is to provide the reader with information, the editorial writer expresses his/her opinion on an important issue. Since the opinions of an editorial writer are read by so many people, they have an important effect on public opinion. Read the editorials in your newspaper. Write, in your own words, what you think the writer is saying in one of those articles OR share your interpretations in a class discussion.

Write an editorial on a situation about which you have a strong opinion. Your editorial may concern an issue in your school or community, or one that affects the whole city, state, or country. Remember that what you write will influence the opinion of many who read the editorial; state your opinion clearly and give reasons for it. Submit this article for inclusion in your class newspaper.

6. BE A CRITIC

A critic has standards, ideas of what he or she thinks makes good entertainment. When a critic writes about a concert or television show, he/she is comparing what happened in that concert or show with the best that could happen. Try out the job of a critic by watching a television show. This could be a musical or variety show or a

"special." Use the "Critic's Review Worksheet" to gather facts and opinions, then write a review and submit it for inclusion in your class newspaper.

Discuss with other students: how much effect can a critic have on the success of a play or movie? Why might a critic be unpopular with some people?

CRITIC'S REVIEW WORKSHEET

What program did you observe?

How well was the set or stage decorated?

Costumes: Were various costumes used? Were they attractive?

Music: Were there songs? Were there too many or too few? What was good about their voices? What was bad?

Dialogue: Were the jokes and skits funny?

Guests: Who were they? Were they entertaining?

Was the show something the whole family could enjoy?

What part of the show did you espically enjoy?

What was the weakest part of the show?

Write a brief review which summarizes your reaction to this show.

7. WHERE IT'S HAPPENING

The many activities which are necessary for production of a daily newspaper make a newspaper plant a fascinating place to visit. With your teacher's help, plan a visit to the Bakersfield Californian plant. A one-hour tour will take you to see the editorial department, composing room, mail room, plate making room, wire service machines and presses.

A feature article is one which is written to draw the reader's attention to an important person, place, or event. It adds interesting detail to informative reporting. Write a feature article on some aspect of your field trip which you found most interesting. Submit this article for inclusion in your class newspaper.

8. THE FINANCIAL SECTION

This section regularly reports the prices of hundreds of stocks. When a person buys stock, he is buying a small part of a company. The value of stock varies with many conditions: stocks may rise or fall according to how well the company is doing in business, how many people are buying its products, how many people are employed in the country, and many other factors. Stock investments are a risk; a buyer hopes that the stock will increase in value. Choose five different stocks, and follow their progress for a week. Write down the name of the stock and the purchase price today. For the next five school days, write down the closing price of that stock. At the end of the week, compare the prices of your five stocks. How many of them are worth more now than they were at the beginning of this activity? How many of them are worth less? Is the total value of "your" stocks greater or less than it was a week ago? Why must people be careful not to invest more than they can afford to lost? How is investing in the stock market important in our society?

Write a short article on financial investments for your class newspaper describing your experience with stocks.

9. ADVERTISING

A daily newspaper costs more to produce than subscribers or newsstand customers pay. Part of the cost of a newspaper is paid by advertisers who want their products and services made known to the thousands of people who read the daily paper. Advertisers include large stores as well as people who want to sell bicycles, pets, or other items.

Choose a day when your daily newspaper has a large number of food advertisements. Check each store's advertisements, and list the ten best food bargains you can find. What store seems to offer the lowest meat prices? Canned goods prices?

Submit items for the classified advertising section of your class newspaper. You may wish to advertise an item or service for sale, something that you wish to buy, or to advertise a skill that you would like to put to work and be paid for.

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PRETEST/POST TEST

1. List six different jobs found in the newspaper industry.

   a. _____ b. _____

   c. _____ d. _____

   e. _____ f. _____

2. List five ways the newspaper affects your life.

   a. _____

   b. _____

   c. _____

   d. _____

   e. _____

3. List the five "W's" a reporter must include in a news story.

   a. _____ b. _____

   c. _____ d. _____

   e. _____

4. Tell how the newspaper earns money to continue publication. _____

   _____

5. Identify four sections of your newspaper.

   a. _____ b. _____

   c. _____ d. _____

6. Describe how the financial pages of the newspaper promote the growth of businesses. _____

   _____

   _____

7. Explain the difference between a news story and an editorial. ____

   _____

   _____

8. List four school acquired skills needed by a newspaper worker and tell why each one is necessary.

a. _____

b. _____

c. _____

d. _____